

論文の内容の要旨

論文題目 Sustainable Development in Tourism through the Capabilities
Approach: A Comparative Study of Thailand and Japan
(ケイパビリティ・アプローチを通じたツーリズムにおける持続可能な開発：
タイと日本の比較研究)

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Tourism has become one of the fastest-growing economic activities worldwide (UNEP, 2013) as well as making a key contribution to the global economy. Its total GDP contribution comprised 9.5% of global GDP in 2013 and its total employment contribution comprised 8.9% of total employment globally (WTTC, 2014.) As tourism is increasingly important to communities worldwide, the related need to develop sustainable tourism is becoming more and more acute (Hall & Richards, 2003.) Tourism is often regarded as a tool for development as it can improve the economy, create jobs and impact on social customs and lifestyles. Sustainable tourism can have a longer-lasting effect and potentially spawn sustainable development.

Sustainable tourism is attracting attention, not only globally but also in Thailand, as a means of easing the pressure on natural and cultural resources, as well as boosting the livelihoods of local communities. As the Thai government became increasingly aware of the adverse impact of conventional tourism, the “Thai Tourism against Global Warming” Environment Conservation Declaration was launched by the Tourism Authority of Thailand (TAT) in 2008 to alert the relevant parties more closely to environmental issues. In this context, the 7 Greens concept has been defined as a guideline underpinning elements of tourism and encouraging efforts toward conservation and greenhouse-gas reductions by all parties involved.

The 7 Greens concept includes behavioral implications and an operational framework or guidelines toward environment preservation and greenhouse-gas reduction in 2009; later encompassing terms such as ecotourism, green tourism, sustainable tourism and community-based tourism. In general, it encourages an alternative form of tourism, less harmful than conventional mass tourism and encourages tourism-related governmental bodies and private entities, including associations and media, environmental and educational institutions and visitors, to participate in the following aspects: 1) Green Heart, 2) Green Logistics, 3) Green Attractions/Destinations, 4) Green Communities, 5) Green Activities, 6) Green Service, 7) Green Plus.

This dissertation is a comparative study of Nan City in Thailand and Hanno City in Japan. Nan City is one of the pilot cities for Thailand’s 7 Greens project while Hanno City is one of the Japanese Government’s designated model cities for ecotourism management. It examines and compares the tourist behavior and circumstances in Nan City and Hanno City and highlights the most effective way to achieve sustainable development in tourism for both cities.

Between March 2011 and March 2013, the author examined the effectiveness of the 7 Greens policy for Nan Province of Thailand. The author hypothesized that ecotourism in Nan City was unsustainable based on continuing extreme fluctuations in year-round tourist numbers and that the “7 Greens” message, the government’s tourism promotion and advisories could have been conveyed more effectively and with greater impact.

The field survey conducted by the author shows that more than half the visitors who responded said they were unaware of the 7 Greens concept and a very few were unsure what it was. Conversely, more than half the local tourism service providers said they were aware of the 7 Greens concept but that their activities had not been assessed or followed up. Two restaurant owners said they felt that the project had already been stopped, which implies a lack of regular assessment measuring its effectiveness and feasibility.

Visitor numbers generally decline outside the winter season, but soar during the latter, which indicates that the city is reliant on seasonality and efforts to promote tourism during off-peak seasons are pending.

Subsequently, there was a tendency to recommend only one route to visitors traveling in Nan; suggested when the 7 Greens project was first launched. However, many other tourist attractions outside the recommended route are independently shown on tourism websites for visitors to handpick and customize their own trips. Visitors then proceed via car or hired van to those tourist attractions, enjoy the scenery and leave. All this is done without obtaining sufficient guidance from local people, or contributing much to the areas they visit, which reflects and is a factor behind the lack of community participation.

Another problem is the inadequate training of human resources, which is again, an area that must be improved in the process toward sustainable tourism in Nan. According to an interview with a Nan City government officer, local guide-training courses were only held when the budget allowed and not every year. The training budgets also tended to cover English language and no incentives to encourage more active contributions from the local community are currently planned.

The lack of appropriate training means a failure to establish the environment for community participation required to sustain the tourism industry.

In response, this research compares Thailand's 7 Greens project with a similar effort in Japan and evaluates the current status of ecotourism as a function for sustainable development in Hanno City of Saitama Prefecture. This was designated by the Ministry of the Environment of Japan as one of five model cities for tourism management; based on nature, community and culture. Hanno City developed its own "Ecotourism" project, based on carefully managing natural, cultural and human resources and actively encouraging the social participation of local residents. One key point is the fact that the program is collaboratively designed and promoted by the local government and people. The Hanno City government has a dedicated Ecotourism Promotion Office, which works on designing tour programs, marketing to and attracting visitors, training local tour guides and encouraging local residents to participate by operating tours and funding them to facilitate the tour operations.

Moreover, Hanno City motivates and encourages its residents to establish relationships with visitors by harnessing the skills they have mastered via unique tour programs, which only they can offer. For example, one such program involves a local resident planning to introduce part of the city behind his house not shown on the map. Another local resident plans to take tourists to a pine forest that he owns to explain about the city's lumber industry. A group of home-makers plans to teach tourists how to cook a local dish and dessert. This strategy helps optimize every inch of the city and render its entire area a tourist attraction, whether or not any landmark is present. It also nurtures pride in local residents, reminding them that the city and the environment in which they grew up - something they have always taken for granted - are actually valuable assets from a visitor perspective and worth protecting. Tourists also benefit from this as they receive first-hand guidance and information from local guides, which helps them appreciate and remember the places.

Hanno City offers tour programs that are not only unique and informative for tourists, but also give something back to the city. They involve tourists participating in activities such as fishing "black bass", which are said to harm the ecosystem of the lake in the city, helping locals collect yuzu fruits, which proliferate in good years and helping locals restore abandoned paddy fields. The tour programs benefit local residents, tourists and the environment. Tourists are happy to be participating in socially and environmentally-friendly activities while local residents, most of whom retirees, get to spend time outdoors and interact with new people. As a bonus, the program forges a lively community in the aging city.

Thanks to strong and active community participation, Hanno City has various year-round tour programs, offering diverse activities and itineraries in every season. Each tour is managed by a group of local residents, the city office, or both in tandem. Each is also always accompanied by a group of local residents that "own" the tour and at least one local government officer, who hands out surveys at the end of the tour for feedback and comments from tourists.

To economically sustain its tourism, Hanno City tries to attract more environmentally-friendly tourists by capturing four main groups of visitors, namely repeaters, the young generation, corporate visitors and event-joiners. The city is also trying to introduce late-night and early-morning programs such as deer watching, or night hiking, to boost hotel occupancy.

Last but not least, Hanno also puts extra effort into training its own tourism industry staff. Hanno City regularly holds a local guide-training course called "Hanno City Ecotourism Open College." This is a three-day course, inculcating would-be local guides with the required knowledge, communication skills and techniques and insights into the appeal of their hometown, to deepen their understanding and prepare them to be effective local guides. There is also the "Hanno City Guide Step-up Course", which is a one-day course aimed at promoting guidance ability and the "Ecotourism Demae Course", where government officials reach out to groups of local people, associations, or local governments, villages and universities elsewhere in Japan and abroad, to give lectures and presentations on their current activities.

Four significant implications can be concluded from this research. Firstly, the objective of Thailand's 7 Greens policy needs to be clearly redefined and shifted from "focusing on reducing greenhouse gases and the impact of global warming" to "focusing on overall sustainable development by developing people. Rather than focusing on reducing greenhouse gases and the adverse impact on the environment, other resources associated with culture, society, history and the happiness and well-being of the community are equally important and could help spawn a more effective mechanism to protect the environment long-term. Secondly, there is a need for creative tourism to motivate community creativity and help nurture the environment and culture as well as maintain the flow of tourists. Thirdly, active involvement and participation at community- and municipal levels are more effective than work at central government level. Nan Province must not completely rely on central government support to execute its ecotourism plans but must also initiate its own ecotourism promotion plans to ensure it can handle intensifying tourism activities in time. Finally and most importantly, the factor that can best sustain and develop tourism has proven to be "the people" rather than just nature or culture. Thailand should note this emerging trend in Japan and prepare its people accordingly. It is envisaged from this research that ensuring tourism contributes to the sustainable development of Thailand will involve motivating community participation, carefully managing human capital, maximizing their capabilities and effectively training local people to become ambassadors of positive experiences.

Investing to develop people's capabilities in communities is crucial to achieving sustainable development in tourism. Not only will it improve the quality of life and working conditions for local people, it will also enhance awareness of the need to conserve the natural and cultural heritage of their towns and ultimately catalyze efforts to revitalize their communities. The key to sustainable development lies in the community's value and the "personal contribution" of its people. Communities are a basic impetus for tourists to travel and experience ways of life, like the natural landscapes which tourists consume. Communities can also be considered as sources of tourism, which underlines the need to strengthen human capabilities along the way to a sustainable community and city. As "people" constitute the basic reason for visitors to travel and experience ways of life, we must focus on developing people's capabilities.